

BUILDING A STRONGER CANADA — TOGETHER

It is the drive, vision and skills of individual Canadians that have made this country one of the world's great trading nations.

Governments do not create that spirit, but they can help foster it. The federal government, in particular, plays a major role in helping to create and maintain an environment that allows private citizens to reach out into world markets and realize their productive potential. One example of federal government support is "Going Global" — a new trade development strategy which was announced by the Prime Minister in mid-October 1989 and which focusses on trade, investment and technology initiatives in three major world markets (the United States, the European Community and the Asia-Pacific region).

External Affairs and International Trade Canada (EAITC) is the federal department responsible for international trade and export development.

As Minister for International Trade, I am pleased to provide you with this pocket-sized guide to the trade development programs and services that EAITC offers the Canadian exporting community. It also tells you how to find out about related programs and services offered by other federal departments.

Whether you are already active in export markets or are just getting started, I encourage you to take full advantage of the assistance my Department offers to help you expand your trade horizons. By realizing your full export potential, you bring benefits to Canada and all Canadians, and for that reason, we are committed to your success.

John C. Crosbie
Minister for International Trade

October, 1989

